

CUSTOMER NO.: 24498  
Serial No.: 10/018,070  
Final Office Action dated: October 4, 2007

PATENT  
RCA 89,470

RECEIVED  
CENTRAL FAX CENTER  
NOV 19 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Wanda Green Thompson, et al.  
Serial Number: 10/018,070  
Atty. Dkt: RCA 89,470  
Filing Date: October 25, 2001  
For: ADVERTISEMENT SELECTION BASED ON USER  
ACTION IN AN ELECTRONIC PROGRAM GUIDE  
Art Unit: 2623  
Examiner: Fred H. Peng

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the final Office Action dated October 4, 2007, for which a response is due January 4, 2008, please enter the following amendments and remarks/arguments in the above-identified application.

**Listing and Amendments to the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.